

Welcome!

Today's Topic:

**Sales Strategies:
How To Have An
Awesome First
Appointment**

October 24, 2023



Maryland

GOVERNOR'S OFFICE OF
SMALL, MINORITY & WOMEN
BUSINESS AFFAIRS
goMDsmallbiz.maryland.gov



T.I.P.S.

Webinar
Series

**Training & Insights for
Procurement Success**



#goMDsmallbiz



How To Have an Awesome **1ST Appointment**

Speaker: Thomas Ellis





Process

- Before
- During
- Closing Steps





Process

- Before
- During
- Closing Steps

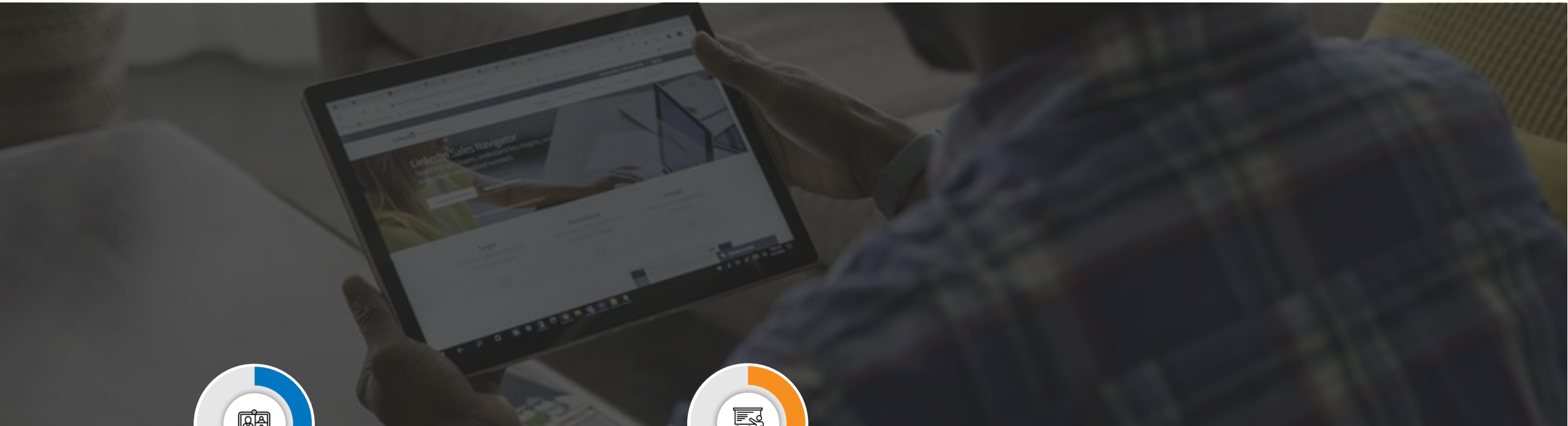


Before



Preparing for the
Appointment

Before



Preparing for the
Appointment



Research

Before



Preparing for the
Appointment



Research



Setting the Agenda



Process



Before

- During
- Closing Steps





Setting Goals



Uncovering **BIG** Issues

Process



Before



During

- Closing Steps





How To Have an Awesome **First Appointment**

Speaker: Thomas Ellis

Continue for a bonus presentation...



www.linkedin.com/in/thomaseellis



tellis@ewcconsultants.com



www.tellissalescoach.com



301-343-0001

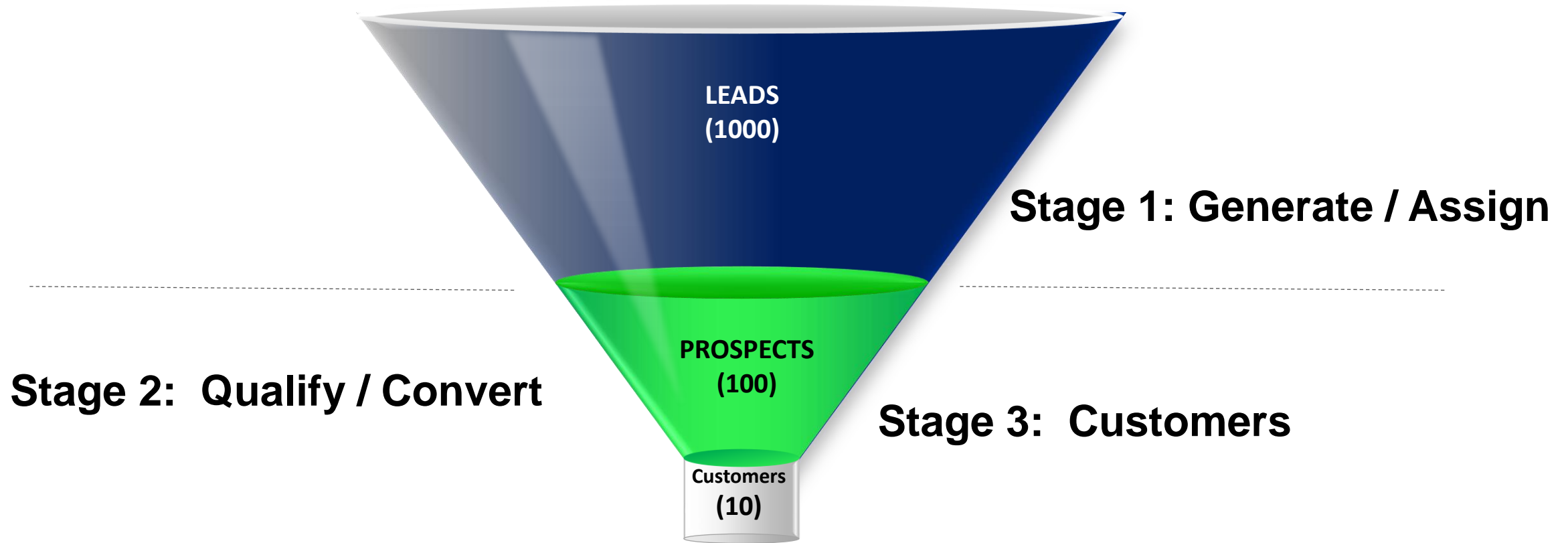


It's Sales, Not Rocket Science! Sales Tactics Made Easy

Presenter: Thomas Ellis, Sales Coach, Author, Speaker

Working Definition

Prospect - A potential customer or purchaser.



Where to Find Prospects



Strategic Partners



Social Media



Social Settings



Methods and Strategies on Getting Appointments



Linked in.



twitter

facebook



Strategy for the First Appointment

- **Develop Call Objective**
- **Establish Rapport**
- **Setting The Agenda**
- **Fact Finding (Discovery)**



Develop Call Objective

Prior to the appointment determine what you want to happen.

Plan the commitments you expect the prospect to make as a result of your sales call.

Examples: Buy your product, Schedule a demo, Introduce yourself to the decision maker, Get Credit Application



Setting the Agenda

Setting an agenda is an effective way to put people at ease and build trust. Announce your agenda after the two to four minutes of Getting Acquainted.

Example:

Joe, as I planned for our meeting today , I anticipate we would discuss three things. First ,I'd like to introduce myself and my company. Second ,I'd like to learn more about you and your situation. Finally, if you wish, I'll prepare some recommendations on how we can work together. In addition to those three items, what else would you like to accomplish or do you have any questions you would like me to answer?



Fact Finding (Discovery)

Questions can be grouped into two categories: **Open and Closed**. Like surgical instruments, they should be applied skillfully.

Your ability to listen, interpret and respond to the buyers pain will guide you to the features and benefits of your product/service that exceed their needs.



Closed Questions



Limits the buyer's response to
“Yes “ or “No.”

Example:

Joe, Have you ever considered changing vendors?

Open Questions

Allows the buyers to describe their needs with minimum intrusion on your part.

Example:

If you were considering changing vendors, what are the three most important improvements you would be looking for?



Resolving the Price Objection

Some studies have shown that nearly two-thirds of price objections aren't related to price at all.

Example: Setting aside price for a moment, is there anything else that would prevent you from doing business with me?

Customer Value = Benefits - Cost



Closing the Deal

- Review the benefits
 - Example: Joe, let's review the benefits you will enjoy when you use the cix100.
- Ask for a Trial Close
 - Example: Do you feel that the cix100 meets all your needs?
- Assume the buyer is convinced
- Recommend action and ask a closing question
 - Example: I recommend that we complete the paperwork while I'm here . How does that sound?



Thomas Ellis

EWC Consultants

tellis@ewccconsultants.com

(301) 343-0001

www.ewccconsultants.com



State of Maryland

DISPARITY STUDY

stateofmddisparitystudy.com

Keep Learning

- 2 free webinars every month
- No cost to attend
- Register in advance to receive the participation link
- Download the presenter's slide deck
- Access video recordings of all classes on our YouTube playlist

goMDsmallbiz.maryland.gov



The graphic features a black background with yellow and red geometric shapes. A white rounded rectangle in the top left contains the Maryland state flag logo and the text 'Maryland GOVERNOR'S OFFICE OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS goMDsmallbiz.maryland.gov'. A photo of a person working on a laptop is partially visible. A large yellow speech bubble in the center contains the text 'T.I.P.S. Webinar Series'. Below the speech bubble, the text 'Training & Insights for Procurement Success' is displayed. In the bottom right corner is a heart-shaped logo with the Maryland state flag design. The bottom left corner features the hashtag '#goMDsmallbiz'.

Maryland
GOVERNOR'S OFFICE OF
SMALL, MINORITY & WOMEN
BUSINESS AFFAIRS
goMDsmallbiz.maryland.gov

T.I.P.S. Webinar Series

**Training & Insights for
Procurement Success**

#goMDsmallbiz

Upcoming T.I.P.S. Webinars

Thursday
October 26, 2023

10 a.m.

[MBE Rights and Responsibilities](#)

Tuesday
November 14, 2023

10 a.m.

Strategic Planning for Business

Thursday
November 16, 2023

10 a.m.

VSBE Program and Resources



goMDsmallbiz.maryland.gov



Workshop

November 9, 2023

8:30 a.m.

[VSBE Appreciation Breakfast](#)

In Honor of
National Veteran's Day

Workshop

November 15, 2023

10:00 a.m.

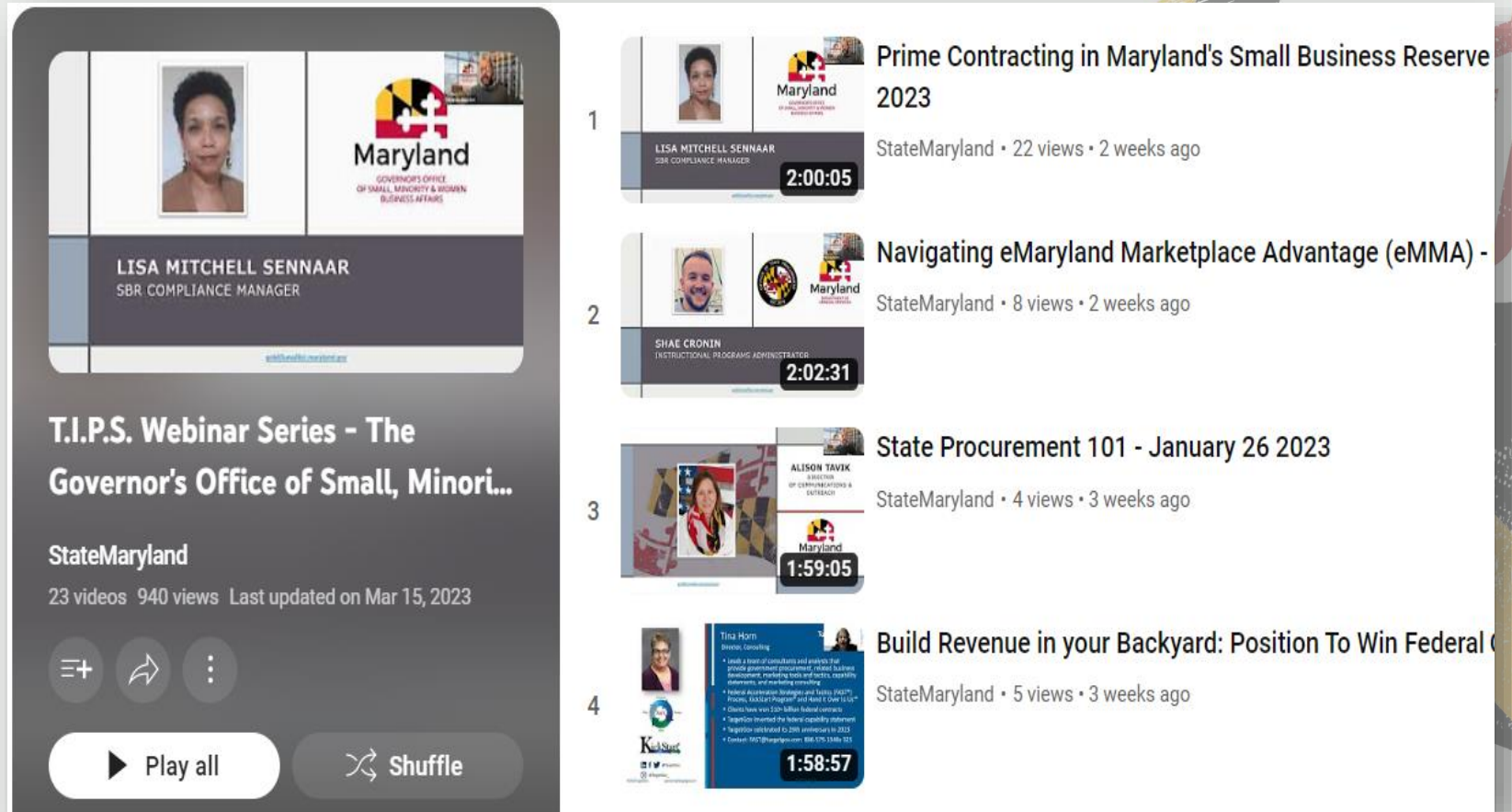
[Doing Business with Maryland](#)

[Casinos Series:](#)

[at](#)
[Horseshoe Casino Baltimore](#)

VIDEO PLAYLIST

T.I.P.S. Webinar Series Playlist



The image displays a YouTube video player interface for a playlist titled "T.I.P.S. Webinar Series - The Governor's Office of Small, Minority...". The player shows the first video, "Prime Contracting in Maryland's Small Business Reserve 2023", which is 2:00:05 long. Below the video player, there are four video thumbnails listed in a numbered sequence (1-4). Each thumbnail includes a speaker's name and title, the Maryland logo, and the video duration. The playlist is from the channel "StateMaryland" and has 23 videos with 940 views, last updated on Mar 15, 2023. The interface includes standard YouTube controls like play/pause, next, and a "Play all" button.

T.I.P.S. Webinar Series - The Governor's Office of Small, Minority...
StateMaryland
23 videos 940 views Last updated on Mar 15, 2023

1 Prime Contracting in Maryland's Small Business Reserve 2023
LISA MITCHELL SENNAAR
SBR COMPLIANCE MANAGER
2:00:05
StateMaryland • 22 views • 2 weeks ago

2 Navigating eMaryland Marketplace Advantage (eMMA) -
SHAE CRONIN
INSTRUCTIONAL PROGRAM ADMINISTRATOR
2:02:31
StateMaryland • 8 views • 2 weeks ago

3 State Procurement 101 - January 26 2023
ALISON TAVIK
DIRECTOR OF COMMUNICATIONS & EXTENDED
1:59:05
StateMaryland • 4 views • 3 weeks ago

4 Build Revenue in your Backyard: Position To Win Federal C
Tina Horn
Business Consulting
1:58:57
StateMaryland • 5 views • 3 weeks ago

<https://www.youtube.com/playlist?list=PLlgoHh4Po1J0W63akD6aGAU8JmT0qzOrX>

Partners

Maryland Procurement Technical Assistance Center (PTAC)
<https://www.mdptac.org/>

Greater Baltimore SCORE
<https://greaterbaltimore.score.org/>

Maryland Women's Business Center (MWBC)
<https://marylandwbc.org/>

Baltimore-Metro Women's Business Center (Balt-Metro WBC)
<https://www.baltmetrowbc.org/>

Maryland Small Business Development Center (SBDC)
<https://www.marylandsbdc.org/>

Resources

Governor's Office of Small, Minority & Women Business Affairs
<https://gomdsmallbiz.maryland.gov/Pages/default.aspx>

Maryland's Office of Minority Business Enterprise (OMBE)
<https://www.mdot.maryland.gov/tso/pages/Index.aspx?PagelId=90>

Maryland Department of Commerce
Maryland Financial Incentives for Business
<https://commerce.knack.com/maryland-funding-incentives>

Maryland Entrepreneur HUB
<https://marylandentrepreneurhub.com/>



Eduardo D. Hayden
Small Business Outreach
Manager
eduardo.hayden@Maryland.gov

Connect with us at,
www.goMDsmallbiz.maryland.gov.

Thank You!